

# MAKING THE FIRST BREAK THE LAST



Osteoporosis Canada  
Ostéoporose Canada

Each year,  
30,000 Canadians  
break their hip.



Osteoporotic or fragility fractures are more common than heart attack, stroke and breast cancer combined. The risk of a major osteoporotic fracture in Canada is among the highest in the world. Each year 30,000 Canadians break their hip and many more suffer osteoporotic fractures of the spine, wrist, shoulder, and pelvis.

# ABOUT OSTEOPOROSIS CANADA

Established in 1982, Osteoporosis Canada (OC) was the first national organization for osteoporosis in the world and is the only national charitable organization serving Canadians who have, or are at risk of, osteoporosis and osteoporosis related fractures.

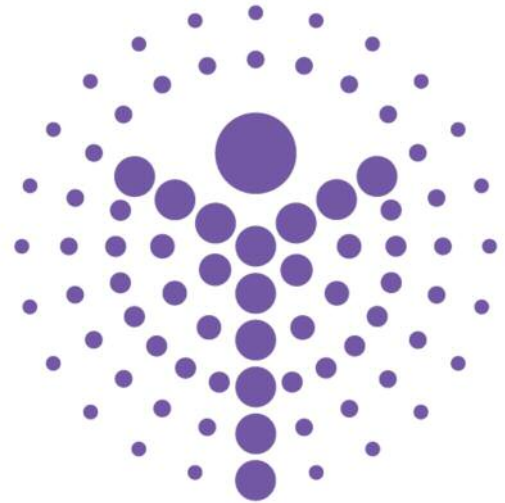
OC works to educate, empower and support individuals and communities in the risk reduction and treatment of osteoporosis.

## OUR VISION

A Canada without osteoporotic fractures.

## OUR MISSION

To work towards a future where all Canadians will be knowledgeable about osteoporosis, be empowered to make informed choices about their bone health, have access to the best osteoporosis care and support and benefit from research into the prevention, diagnosis and treatment of osteoporosis.



We are committed to seeing Canada without osteoporotic fractures!



At least 15-25% of hip fracture patients require admission to a nursing home. Twenty-eight percent of women and 37% of men who suffer a hip fracture will die within the following year.

## MESSAGE FROM THE BOARD CHAIR AND PRESIDENT & CHIEF EXECUTIVE OFFICER

During the past year, Osteoporosis Canada has made significant achievements towards the vision of a Canada without osteoporotic fractures.

The release in October of Osteoporosis Canada's *2010 Clinical Practice Guidelines for the Diagnosis and Management of Osteoporosis in Canada* was the first initiative in a multifaceted campaign. Under the leadership of Osteoporosis Canada's volunteer based Scientific Advisory Council, these evidence based guidelines were the year's most scientifically significant work with respect to osteoporosis and they represent a paradigm shift in the prevention and treatment of osteoporotic fractures and provide clear guidance to doctors and the general public on how to prevent fractures and maintain strong bones for life. In parallel, the guidelines introduced tools for physicians and patients, including a new 10-year fracture risk assessment tool that will guide physicians in the comprehensive management of patients at high risk for fracture.

Built on the strength of these guidelines was the development and release of Osteoporosis Canada's White Paper on Canada's post-fracture care gap, *Towards a Fracture-Free Future*, which addresses the need for appropriate assessment and treatment of patients with hip, spine and other osteoporotic fractures. Referencing more than 50 scientific studies and reports, the White Paper identifies the need for coordinated Post-fracture Care Programs with Case Managers to effectively identify and manage these patients. The leadership and hard work of our national advocacy volunteer co-chairs has produced a persuasive and informative document that has already opened doors to discussions with officials in several provinces.

Our patient network, COPN (Canadian Osteoporosis Patient Network), continued to flourish and to expand. In October of

2010, through extensive consultation with members of COPN, Osteoporosis Canada was proud to release its first ever *Patient Bill of Rights*. The Patient Bill of Rights clearly speaks to the patient voice, and reflects putting the vision and mission of Osteoporosis Canada into action.

It is important to remember that while these initiatives are indeed significant, they represent only the tip of the proverbial iceberg that is Osteoporosis Canada. The tireless efforts of our chapters and volunteer members located across the country bring our scientific knowledge, patient advocacy and respite support to their communities and their neighbours. Their dedication and commitment ensure that osteoporosis education, patient support and fundraising activities flourish in each community across Canada.

This year was marked by strong collaboration across the organization. Our successes are possible only due to significant contributions from our highly professional and dedicated staff, and from our innovative and diverse corps of volunteers.

Through the collective enthusiasm and efforts of volunteers and staff across every level of the organization and across the country, we have started on a new focus on the highest risk patient and on a plan to reduce the burdens, on individuals and on our health care system, from fractures related to osteoporosis.

We should be proud of our accomplishments and we all should take a moment and celebrate our successes of the past year, and contemplate our challenges for the coming year.

Together, we will... *Make the first break the last!*



**KEN CHONG**  
*Chair, Board of Directors*



**DR. FAMIDA JIWA**  
*President & CEO*

## Closing the post-fracture care gap



Over 80% of fracture patients are never offered screening and/or treatment post-fracture, in spite of the fact that there are several effective medications that can reduce fracture risk by 30 - 70 %.

# PAVING THE PATH TO A FRACTURE-FREE CANADA

## A CHANGE IN FOCUS

Canada has a significant care gap in that hundreds of thousands of Canadians needlessly fracture each year because their osteoporosis goes undiagnosed and untreated, even after they have already had a fragility fracture.

Because this is the group at highest risk of more fractures, in the fall of 2010, Osteoporosis Canada's Board of Directors established a new top strategic priority for the organization: preventing new fractures in those who have already had an osteoporotic fracture.

This new direction is called "Closing the Care Gap".

## OUR ACTION PLAN

To close this Care Gap, Osteoporosis Canada recommends:

- education to increase awareness of the relationship between fractures and osteoporosis.
- creating and improving coordinated Post-fracture Care Programs that effectively connect fracture patients to post-fracture treatment services in a timely manner.
- expanding the range of drug therapies of osteoporosis treatment and fracture reduction, and their availability to patients.

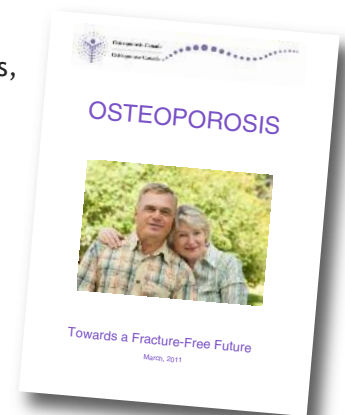
## ADVOCACY

### OSTEOPOROSIS CANADA'S 2011 WHITE PAPER

On Monday, March 28th, 2011, Osteoporosis Canada released a White Paper that assists health professionals and the public to better understand the current post-fracture care gap. The White Paper, "*Towards a Fracture-Free Future*", addresses the need for appropriate assessment and treatment of patients with hip, spine and other osteoporotic fractures.

Referencing more than 50 scientific studies and reports, the White Paper identifies the need for coordinated Post-fracture Care Programs with Case Managers to effectively identify and manage these patients.

The White Paper was distributed to 88 politicians, bureaucrats and Regional Health Authorities by provincial advocates. In addition, approximately 150 additional copies were distributed electronically.



Focus on fractures!



80% of all fractures in women and men over 60 are a result of osteoporosis. A fracture may be your FIRST and ONLY sign of osteoporosis and can lead to MORE fractures.

# EDUCATION AND RISK REDUCTION

## INCREASING HEALTH PROFESSIONAL AWARENESS

### 2010 OSTEOPOROSIS GUIDELINES

On October 12th, 2010, Osteoporosis Canada released its *2010 Clinical Practice Guidelines for the Diagnosis and Management of Osteoporosis in Canada*, published in the *Canadian Medical Association Journal*.

The new guidelines represent a paradigm shift in the prevention and treatment of osteoporotic fractures, moving the focus from treating low bone mineral density (BMD) to better identifying those at high risk for fractures caused by weakened bones (fragility fractures).

Despite the large numbers of fragility fractures that occur each year across Canada, recent data indicate that they are usually not appropriately assessed or treated. Someone who has experienced a fragility fracture is much more likely to experience another fracture, yet fewer than 20 per cent of women and 10 per cent of men who have sustained fragility fractures receive therapies to prevent their bones from breaking in the future. Fractures can have a devastating impact on a person's quality of life, leading to chronic pain, further illness or even death.

The appropriate identification of those at high fracture risk is essential. Osteoporosis Canada's new guidelines help physicians and patients better grade the risk of fracture, resulting in better fracture prevention and better management of osteoporosis overall.



**DR. ALEXANDRA PAPAIOANNOU**  
MD, MSc, FRCPC. Professor of Medicine,  
Division of Geriatric Medicine, McMaster  
University  
Lead Author of the 2010 Osteoporosis Clinical  
Practice Guidelines  
Past Chair of the Scientific Advisory Council of  
Osteoporosis Canada

*“There have been many advances in the study of osteoporosis since we launched the last guidelines in 2002. We now recognize that BMD is only one of many risk factors for fracture, and so it is important for physicians to take an integrated approach to the assessment of fracture risk and use the new tools available to better manage osteoporosis.”*



**DR. WILLIAM LESLIE**  
MD, FRCPC. Professor of Medicine and  
Radiology, University of Manitoba  
Co-lead Author of the 2010 Osteoporosis  
Clinical Practice Guidelines  
Chair of the Scientific Advisory Council of  
Osteoporosis Canada

*“The new guidelines provide guidance to doctors and the general public on how to prevent fractures and maintain strong bones for life. The guidelines introduce tools for physicians and patients, including a new 10-year fracture risk assessment tool that will guide physicians in the comprehensive management of patients at high risk for fracture.”*



**Dianne Nolin**  
Parksville, British Columbia

*“Had I known earlier what I know now, I might have saved myself a lot of pain!”*

When Dianne moved to BC, she did not have a doctor and relied on a walk-in clinic for her medical needs. During this time she cracked a rib and went to a small hospital, where she was told to take it easy and that it would heal.

“I think part of the reason why my osteoporosis was not diagnosed sooner was that I did not have a regular family doctor who was familiar with my history. When we moved to Parksville, I was in a lot of pain from my second compression fracture and finally got the wonderful doctor I have now, who thought of osteoporosis right away. I now know that my loss of height from vertebral fractures and my early menopause were some of her clues when she diagnosed me with osteoporosis.”

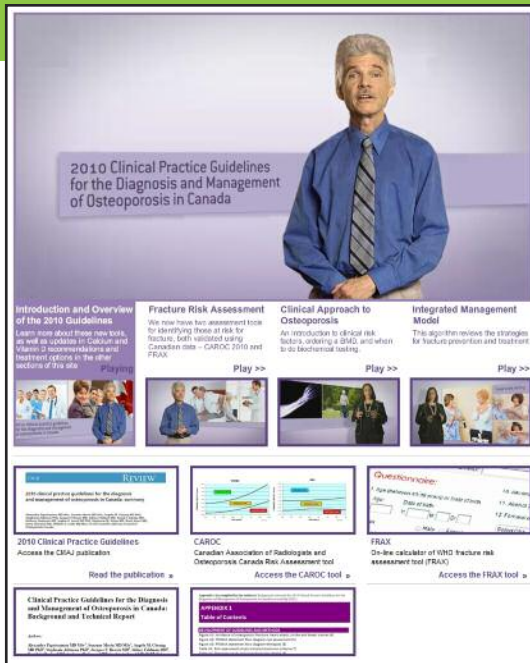
“Since I was diagnosed I have spoken to so many people about osteoporosis and I cannot believe how many people are unaware! So my message to you is – educate yourself. If you are 50 or older, talk to your doctor about a fracture risk assessment. This is especially important for anyone over the age of 50 who has suffered a fracture – it is almost certain that fracture was as a result of osteoporosis. Learn what the risk factors for osteoporosis are. I had four of them: a fragility fracture (the biggest clue of all), genetics, early menopause and smoking.”

## NEW HEALTH CARE PROFESSIONALS WEBSITE

In conjunction with the release of our 2010 Osteoporosis Guidelines, Osteoporosis Canada launched a new bilingual, interactive-rich media website for health professionals in October of 2010.

This website features online video and interactive menus allowing for a visually enhanced walkthrough of our 2010 Osteoporosis Guidelines and easy access to online clinical tools to assist physicians with the diagnosis and treatment of osteoporosis.

Designed and developed in collaboration with BlueRush Digital Media Corp, this website has won the award for “Best Non-Profit Online Video” in the 2011 Internet Advertising Competition, a competition produced by the Web Marketing Association to honour excellence in online advertising, recognize the individuals and organizations responsible, and showcase the best in award winning Internet advertising.



## OSTEOPOROSIS CANADA'S PATIENT ORDER SETS

In August 2011, Osteoporosis Canada partnered with PatientOrderSets.com to deliver improved healthcare to Canadians who have suffered a fragility fracture through PatientOrderSets.com's national network of more than 150 hospitals.

Order sets are detailed, evidence-based checklists that allow doctors, nurses and other healthcare professionals to quickly and easily specify appropriate treatments for hundreds of medical conditions in all parts of a hospital.

This will allow for the delivery of the latest scientific research on the treatment of osteoporosis directly to the bedside, resulting in better care for patients at hundreds of hospitals across Canada.

In addition, our latest guidelines and research will now be readily available to clinicians ordering treatments for patients.



## CAROC ONLINE RISK ASSESSMENT TOOL AND MOBILE APPLICATION

Based on the Canadian 2010 Osteoporosis Guidelines and the Canadian Association of Radiologists and Osteoporosis Canada (CAROC) system, the Osteoporosis Canada 10 Year Fracture Risk Assessment Tool was developed.

This tool was launched as an online tool and mobile phone application and conveniently provides healthcare professionals with a calculator to determine a patient's 10 year risk of fracture.

This tool also provides a summary of the guideline recommendations for the treatment and management of osteoporosis and is available for both the Apple iPhone and Microsoft Windows Phone 7.



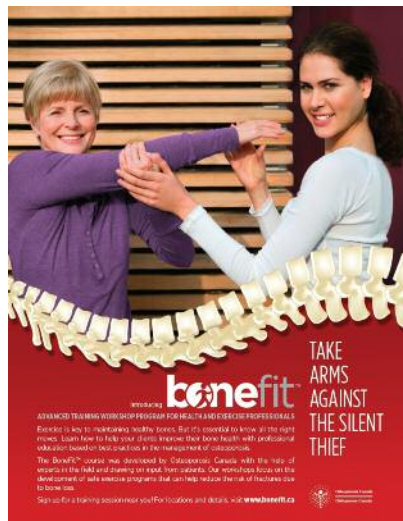
## BONE FIT™ TRAINING PROGRAM

In early 2010, Osteoporosis Canada and the Ontario Osteoporosis Strategy (OOS) launched Bone Fit™, a new evidence-based training program for regulated health and exercise professionals.

The program was developed by Osteoporosis Canada with input from an advisory committee of academic, research and clinician experts in the field of osteoporosis, as well as health care providers and patients. This interactive workshop is designed for physiotherapists, kinesiologists, exercise physiologists and other certified professionals who have a focused practice or significant interest in adapting safe exercise for people with osteoporosis or at risk of a bone fracture.

In collaboration with The Canadian Physiotherapy Association (CPA), Osteoporosis Canada announced the nationwide launch of Bone Fit™. The launch, supported by the CPA's Seniors Health Division, took place July 18th, 2011 at the annual scientific Congress of the CPA.

The Bone Fit™ program focuses on a critical knowledge gap and highlights the expanding roles of physiotherapy and exercise in the management of osteoporosis. Bone Fit™ will be gradually introduced and run regularly across Canada.



**NOTA KLENTROU**

PhD, MSc, BSc, Professor, Department of Kinesiology, Brock University

*“Bone Fit™ is a well received program that focuses on the delivery of quality exercise therapy programs, and has the potential to make an important impact on the life of Canadians.”*



**JUDI LAPRADE**

PhD, MSc, BScPT, BA, Assistant Professor, Division of Anatomy, University of Toronto

*“Participants consistently comment on how applicable and comprehensive the workshop is, and are grateful for the excellent resources provided by Osteoporosis Canada. The next chapter for Bone Fit™ is going to be an exciting tour of Canada – stay tuned for the nationwide Bone Fit™ wave!!”*



**CATHY EVANS**

PhD, MSc, BScPT, Assistant Professor, Department of Physical Therapy, University of Toronto

*“Bone Fit™ positions physiotherapists as frontline professionals who can identify patients with risk factors for osteoporosis and refer them back to their family physician for further testing. Once a diagnosis has been made, we can ensure that the exercises we prescribe are appropriate for this high-risk patient group.”*



### COPN Executive Committee 2010-2011

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Margaret Willson, Surrey, British Columbia

## INCREASING PATIENT AWARENESS

### THE CANADIAN OSTEOPOROSIS PATIENT NETWORK (COPN)

Founded in 2004 by four friends who were determined to overcome the challenges of living with osteoporosis, the Canadian Osteoporosis Patient Network (COPN) communicates information and support to individuals affected by osteoporosis, and helps them self-advocate for comprehensive access to osteoporosis diagnosis, treatment and care.

COPN continues to grow at an impressive pace. By the end of fiscal year 2010-11, more than 4,500 members were taking advantage of the services offered to those affected by osteoporosis. The bi-weekly *COPING* newsletter, in addition to providing credible, up-to-date information on osteoporosis and practical tips for day-to-day living, brings members timely advice on breaking news stories such as the side effects of medications. More than a thousand viewings of COPN's virtual forums confirm the popularity of these quarterly sessions as members tune in to interact with the experts on topics ranging from bone health nutrition and osteoporosis medications to the 2010 Clinical Practice Guidelines.

The highlight of the year for COPN was the October 2010 launch of the Osteoporosis Patient Bill of Rights. This Bill of Rights is grounded in two fundamental beliefs: (1) that all Canadians have the right to effective bone care and fracture prevention programs and (2) that everyone who has experienced an osteoporotic fracture has the right to effective Post-fracture Care Programs. The Bill of Rights provides a foundation for OC's efforts to realize improvements in bone care to all those affected by osteoporosis.

*“The first time I broke a vertebra,  
it was from lifting a pot from the oven.  
Another time it was from coughing.”*

Ask 58-year-old Odette about her fractures and she finds it hard to remember them all. Four vertebral fractures. A broken elbow from lifting a child. Two broken knees when she stumbled in an entranceway. Fractures have become a regular occurrence in her life since she was diagnosed with osteoporosis 15 years ago at age 43.

Caution has now become a way of life. She uses a cane in the winter to reduce the chance of falling. She asks others to do the lifting for her – including lifting pots from the oven or stove. Driving has become a risk – a bump could mean another vertebral fracture. Even a hug from a family member requires care.

“It changes your life a lot,” she says. “I’m always afraid of breaking something, of falling. It’s always on my mind.”

Odette also does everything she can to strengthen her bones. She watches her diet, takes calcium and vitamin D and exercises regularly. Drug treatment has helped, but the pain from her previous vertebral fracture remains.

“The pain is always there,” she says. “When I stand up, if I sit for a long period, walking and when I sleep.” Even simple movements like lifting her arms to get dressed can be challenging. She has lost height and developed kyphosis, a curve in her back caused by multiple vertebral fractures.

“People around you don’t realize how bad it is,” she says. “I never talk about the pain and my limitations because they won’t understand. For many, osteoporosis is for old people.”

Despite her challenges, Odette refuses to be discouraged. Instead, she focuses her energy on helping others reduce their risk of developing osteoporosis. She volunteers with Osteoporosis Canada, encouraging individuals to look at their risk factors, to get tested if they are at risk and to take action.



**Odette Falardeau**  
Lachine, Quebec

## Building a bone savvy nation



Volunteers truly are the backbone of our organization and their contributions are invaluable.

# VOLUNTEERS AND OUR NATIONAL REACH

## BUILDING A BONE SAVVY NATION

Volunteers are an essential component of the work that we do at Osteoporosis Canada (OC). Across the country over 1,500 caring individuals work within 28 volunteer-driven Chapters and Branches sharing bone health messages with numerous varied groups and osteoporosis patients, advocating for improved access and care for those with osteoporosis, organizing fundraising teas and golf tournaments, raising community awareness of the disease by participating in health fairs and conferences, providing counselling and comfort to the newly-diagnosed, and performing a myriad of administrative tasks to help make it all happen.

Their contributions are invaluable. Our volunteers bolster our limited staff resources and allow us to stretch the capacity of our organization effectively in order to meet the ever-growing demands of an aging Canadian population.

Volunteers play key leadership roles at all levels of Osteoporosis Canada – locally, provincially, and nationally. They allow OC to leverage possibilities and take advantage of local opportunities to advance our organization’s mission and to have a measurable impact on the health of Canadians.

From coast to coast, our Chapter volunteers have embraced Osteoporosis Canada’s new “patient” focus and have been increasingly instrumental in the continuing education of both those patients who have sustained a fracture and healthcare practitioners alike. Their efforts over the past year have resulted in increased knowledge of osteoporosis and the fractures it causes.





**Jo-Anne Beer**  
Toronto, Ontario

*“It’s not only giving back to the community, it’s finding a purpose in life.”*

A retired nurse, Jo-Anne Beer, 62, found out she had osteoporosis six years ago. Not one to be intimidated, she immediately took action, deciding to learn more about the disease by volunteering at Osteoporosis Canada's National office in Toronto.

Now she guides others who need assistance. Jo-Anne's medical background and personal experience have ripened into a calm, caring and knowledgeable voice on Osteoporosis Canada's 1-800 information line.

She finds a sense of fulfillment in teaching others to fight anxiety with facts and to make the most of their lives, despite the changes a diagnosis might force.

“You learn to live your life and just be more aware of your body. It's not the end of your life; it goes on. You should enjoy what you can that much more,” says Jo-Anne.

An avid volunteer at several non-profit organizations, Jo-Anne values the enthusiastic and motivated people around her.

“It’s not only giving back to the community, its finding a purpose in life,” she says with a smile.

## PATIENT EDUCATION FORUMS

Over 50 Osteoporosis Patient Education Forums were held in communities across Canada during the past year. Participants attend at no charge and are provided up-to-date information in a welcoming environment in their own community. Sessions include a presentation from a knowledgeable speaker on osteoporosis followed by a discussion and questions from the group.

Topics in the sessions can cover a variety of themes, including:

- Osteoporosis diagnosis and how to assess your risk
- Medications and pharmacological treatment options
- Treatment and management strategies
- Nurturing healthy bones through nutrition
- Fracture and falls prevention strategies
- Updates from current research



## BONE HEALTH SUPPORT LINE

This year our 1-800, bilingual Osteoporosis Bone Health Support Line, staffed Monday-Fridays, 9:00 a.m. - 5:00 p.m. ET, answered thousands of calls and provided support to patients living with osteoporosis, their caregivers, as well as healthcare professionals interested in the latest research and OC's position statements on controversial findings. Staffed by knowledgeable and compassionate volunteers, many of whom understand the disease first-hand, callers are treated with warmth and patience. The most frequently asked questions related to diagnosis, treatment, and risk reduction. Requests for information about lifestyle issues and how to live well with osteoporosis were a common theme. Volunteers also sent follow-up information including materials and fact sheets approved by our Scientific Advisory Council and Canadian Osteoporosis Patient Network Executive Committee.

The Bone Health Support Line is an important resource to all but a virtual lifeline to communities without access to current technologies and internet access, Canadians in remote and rural communities, and patients who cannot leave their homes due to declining health. Especially relevant and in keeping with our focus on "High Risk", those who have fractured receive information that can help prevent further fractures.

# SUPPORTING OUR MISSION WITH SPECIAL EVENTS



# YOUR SUPPORT MAKES ALL THE DIFFERENCE

## OSTEOPOROSIS CANADA RELIES GREATLY UPON THE GENEROSITY OF CANADIANS

### THANK YOU TO OUR GENEROUS DONORS

The kindness and generosity of our donors continues to provide the necessary funds to help us achieve our goals.

Your gifts have enabled us to reach out to the almost 2 million Canadian men and women who live with this devastating bone disease and improve their quality of life.

Osteoporosis hurts. It can cause disfigurement and loss of mobility and independence. It significantly impacts the family members of those living with the disease. It does not have to be accepted as simply part of growing older.

With your support, we're able to offer trusted information and resources online, through our toll-free information line, and in the community so that more people can remain active and avoid further debilitating fractures. Your donations also allow us to give a listening ear and compassionate advice to everyone who reaches out for help.



### HELP BUILD A BONE SAVVY NATION

We continue to seek a deeper understanding of the underlying causes and contributors to osteoporosis so that we can keep all Canadians well informed about this terrible disease.

You can join this group of caring Canadians who continue to invest in the lives of people with osteoporosis by visiting [osteoporosis.ca/donate](https://osteoporosis.ca/donate). Assist us in the pursuit of our vision — a Canada without osteoporotic fractures.

# NATIONAL STRATEGIC PARTNERS

## THANK YOU TO OUR CORPORATE PARTNERS

The support of our corporate partners plays a critical role in our effort to educate and empower those affected and those at risk for osteoporosis.

Throughout the past year, we have noted a surge in the public's interest in bone health. This is attributable to increased media coverage and the fact that the oldest members of the baby boom generation turned 65 on New Year's day. Furthermore, Canadians are beginning to understand that good bone health is a lifelong endeavour and are taking proactive measures for themselves and their children.

We sincerely thank the many companies of all sizes who have contributed to our mission. Together we are making in strides and inching closer to a vision – a Canada without osteoporotic fractures.

## DISCOVER CORPORATE GIVING AND THE POWER OF PARTNERSHIPS

Working with a charity like Osteoporosis Canada can yield outstanding results. Some of the benefits businesses experience include increased sales, heightened name awareness, and enhanced corporate image. There are various ways to partner with us – make a donation, host an event, sponsor an event or program or provide 'gift-in-kind' support.

To find out many other ways that you can help visit [osteoporosis.ca/giving](https://osteoporosis.ca/giving).

# HELPING TO MAKE US STRONGER

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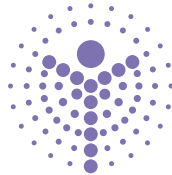
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**Ostéoporose Canada**

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